

A wide-angle photograph of a desert landscape. In the foreground, a dark-colored Toyota pickup truck is driving away from the viewer on a two-lane asphalt road that stretches into the distance. The road is flanked by dry, scrubby vegetation in shades of brown and yellow. In the background, the iconic buttes and mesas of Monument Valley are visible under a heavy, overcast sky with grey and white clouds. The overall mood is adventurous and scenic.

UTAH OFFICE *of* TOURISM

THREE SEASON CAMPAIGN 2016

THREE SEASON CAMPAIGN STRATEGY

ADVERTISING OBJECTIVES

1. Raise awareness of Utah as a premier vacation destination

Measured by

- *SMARI Wave 1: campaign awareness/creative evaluation*
- *Information requests (online/offline)*
- *Drive traffic to visitutah.com*



ADVERTISING OBJECTIVES

2. Generate visitation to the state

Measured by

- *SMARI Wave 2 for incremental travel associated with campaign efforts*
- *Digital campaign conversion metrics (Adara, Sojern)*

THREE SEASON TRAVELER

THE 3 SEASON TRAVELER (AGE 35-64)

- *The median age of the national park visitor is 46.*
- *Median household income of \$89,799 exceeds the national average of \$61,241.*
- *Educated, professional, family oriented with a wide range of interests, from the arts to politics to food.*
- *Active outdoors: hiking, biking, kayaking, camping, and rafting.*
- *Exploration and learning experiences are the goal.*

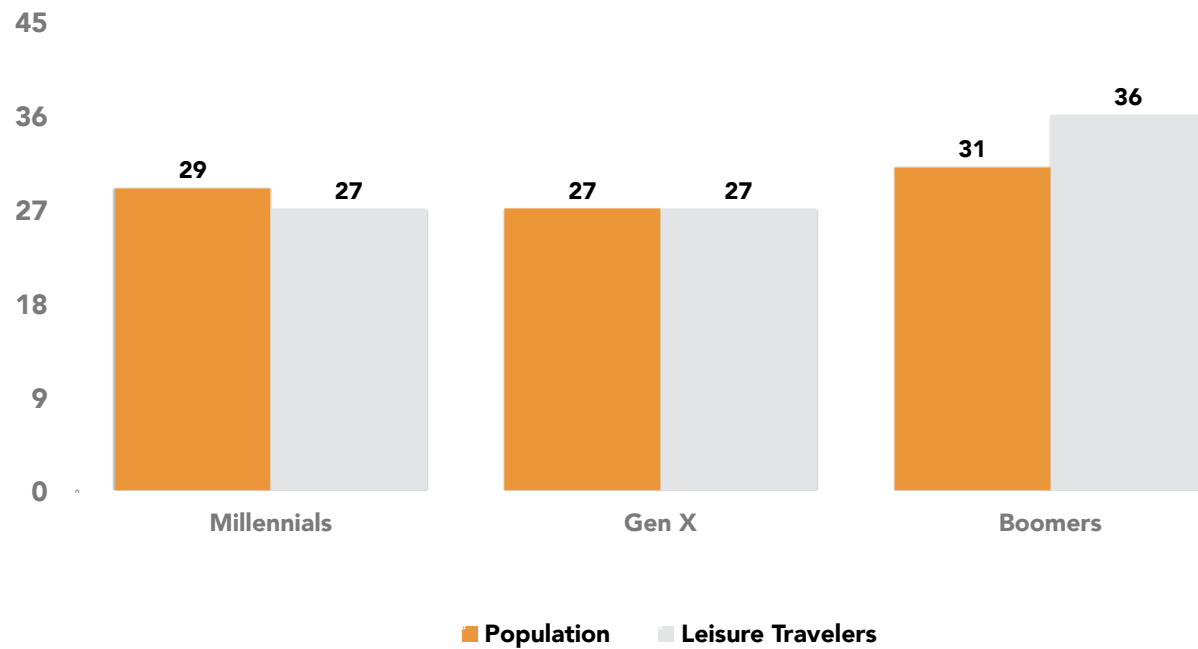
THE 3 SEASON TRAVELER (MID-FORTIES & UPSCALE)

	<i>Natl. Avg.</i>	<i>Visited National Park</i>	<i>Backpacking/ Hiking on vacation</i>	<i>Visited Utah/ Colorado</i>
<i>Median Age</i>	46.6	45.8	43.7	47.7
<i>Median HHI</i>	\$61,241	\$89,799	\$94,022	\$94,022
<i>Median Home Value</i>	\$200,305	\$235,276	\$244,358	\$263,489

AGE BREAK PERCENT (THEY ARE 25-64, OVER-INDEXING 35-64)

	Natl. Avg.	Visited National Park	Backpacking/ Hiking on vacation	Visited Utah/ Colorado
Age 18-24	13	10	11	8
Age 25-34	18	19	22	19
Age 35-44	17	20	19	17
Age 45-54	18	19	22	20
Age 55-64	16	18	19	19
Age 65+	18	14	7	17
		76%	82%	75%

BOOMERS LARGEST IMPACT ON LEISURE TRAVEL (DK SHIFFLET 2015)



GEOGRAPHIC MARKETS

#1: National Coverage is critical

- *National Parks are top tourism attractions, with over 292.8 million visitors in 2014 (NPS), an increase of 19.2 million over last year.*
- *The centennial will bring additional attention to national parks.*
- *Outdoor enthusiasts are in every region of the country. (See appendix)*
- *143 million Americans (49.2%) participate in outdoor activities (2014 Outdoor Foundation)*
- *The Mighty Five experience is unique and has a broad-based appeal.*

GEOGRAPHIC MARKETS

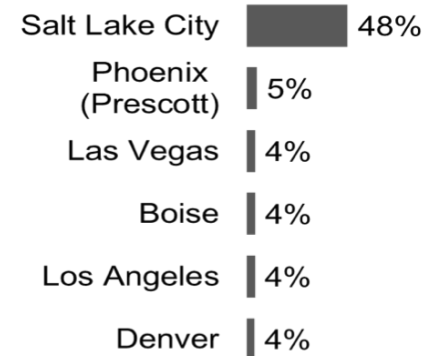
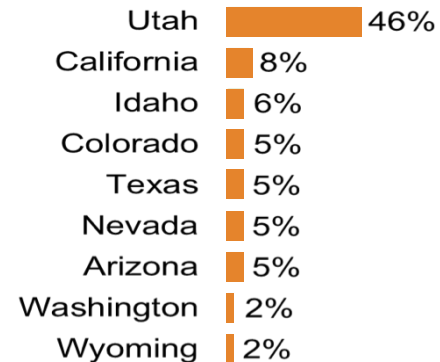
#2: Regional Heavy Up

- *The majority of 3 season visitors come from a 667 mile radius.*
- *Based on visitation, CTR and post impression data our core markets are: LA, Denver, Phoenix and Las Vegas.*
- *Secondary markets are: San Francisco, San Diego, Sacramento, Seattle and Portland.*



GEOGRAPHIC MARKETS

According to the 2014 TNS, Utah primarily draws visitors from within its borders and these nearby states: California, Idaho, Colorado, Texas, Nevada, and Arizona.



CREATIVE STRATEGY

TRAVELER TRENDS

Our creative approach and media plan are tuned for the behaviors of the modern traveler. By making an experience-based campaign, we are positioned to leverage several key trends:

From dreaming to booking to traveling to returning home, consumers continually inspire their peers through the content they create and share. Travel brands must become agile enough to capitalize on these moments - to capture and use this content to inform, engage and influence. (EngageSciences)

By 2016, social media will be a primary way to generate travel bookings and revenue for half the travel industry. (Skift)

Digital video consumption is on the rise among travelers, and marketers are taking notice. But travel marketers have not adopted digital video as quickly as consumers have. (eMarketer)

The Road to Mighty campaign sits at the crossroads of these key trends and is designed to inspire key audience behaviors.



CREATIVE APPROACH

People crave authentic experiences, and Utah holds the most authentic experiences there are. Since we have such a firm grasp of our travelers, both in terms of demographic and also psychographic, our creative approach centers around traveler archetypes that can serve as the lens for that about Utah and the Road to Mighty. The creative approach is driven by three main insights:



INSIGHT-DRIVEN THEMES

- *Personalizing an emotional connection to the park is powerful.*
- *Conveying an authentic experience is critical.*
- *Differentiating the whole journey makes the total Utah experience online any other.*

CREATIVE MESSAGING

How do we personalize the experience to resonate with different audience segments?

*Three ways to travel The Road to Mighty:
Iconic Classics of The Road to Mighty
Hidden Secrets of The Road to Mighty
Epic Adventures of The Road to Mighty*

Paid advertising leads with emotion and inspiration, whereas owned and earned media can combine inspiration with high-level information like itinerary and map-based messaging.



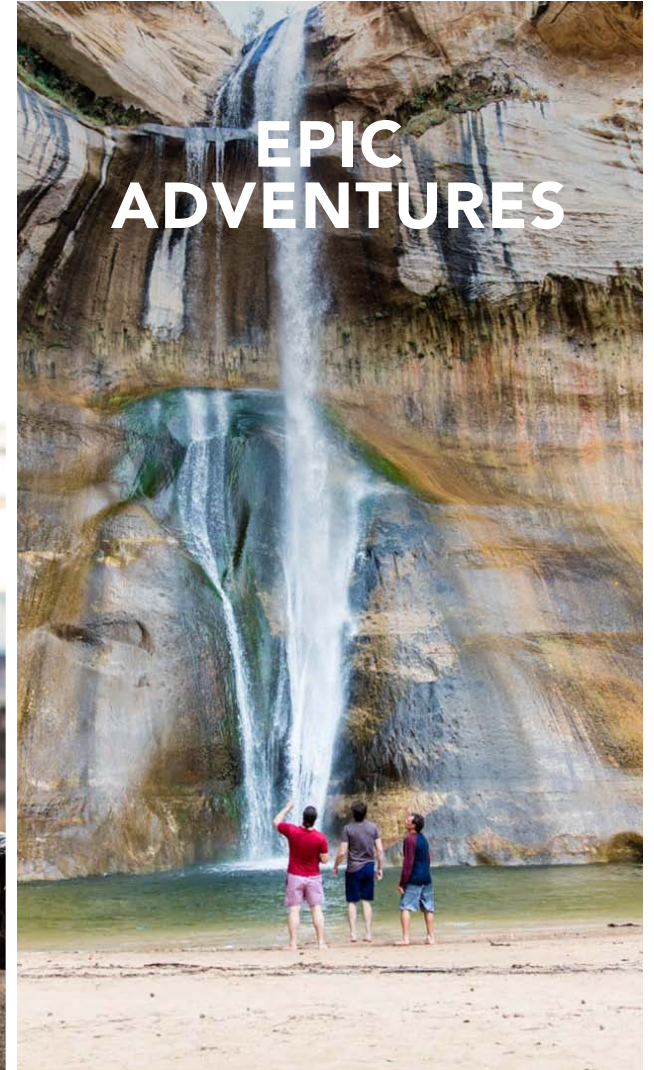
ICONIC CLASSICS



HIDDEN SECRETS



EPIC ADVENTURES



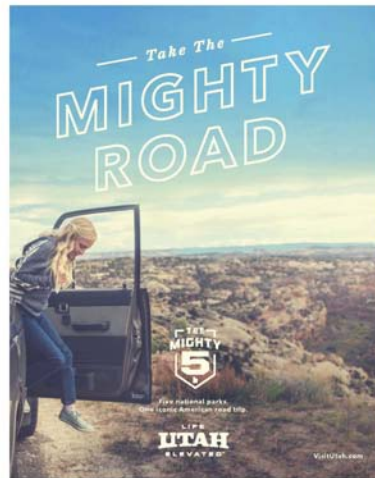
MEASURING IMPACT

Which creative will have the greatest impact? The creative approach is based on trends, insights and themes designed to have a strong impact on our target audience. We should adopt a cadence of testing, learning and iterating throughout the campaign to see which creative and calls to action work best. We can identify, up front, what our opportunities are in this area and collectively design for optimization over time.

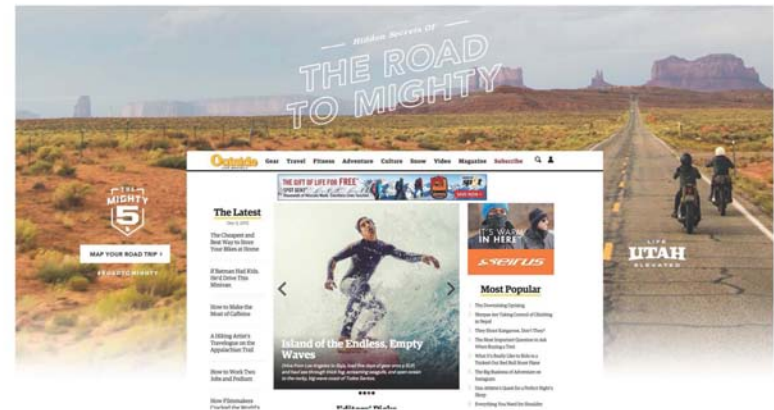


CAMPAIGN AESTHETIC

LOOK & FEEL EXAMPLES: PRINT



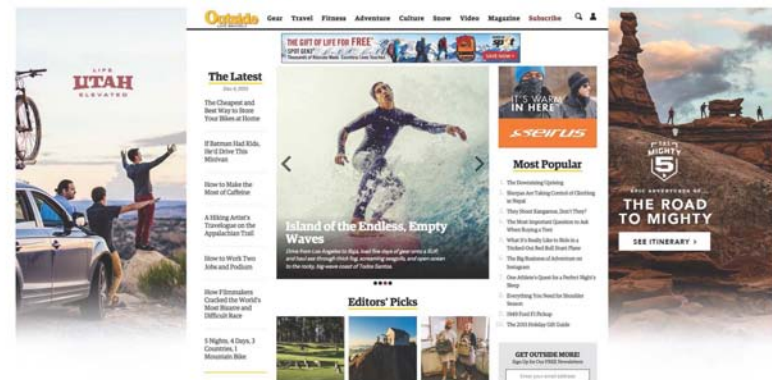
LOOK & FEEL EXAMPLES: DIGITAL



LOOK & FEEL EXAMPLES: DIGITAL



LOOK & FEEL EXAMPLES: DIGITAL CONT.



MEDIA PLAN

MEDIA PLAN RECOMMENDATIONS

1. Maintain national presence for the Mighty Five using network cable and digital in spring

- According to SMARI, last year's campaign of national digital and network cable reached 37 million households or 37% of the USA.
- The cost per aware household was \$0.14, 33% lower than the benchmark for national ad campaigns.
- The M5 campaign significantly outperformed competitors such as Colorado, Wyoming and Arizona in ad awareness.
- M-5 TV ads scored in the top 10% in communicating national parks, beautiful scenery, dramatic landscapes, outdoor adventure, challenging, surprising/unexpected and elevating.

MEDIA PLAN RECOMMENDATIONS

2. Introduce new creative in key markets (Los Angeles, Denver, Las Vegas) using spot TV and digital

- *Spot TV has proven effective at generating higher levels of awareness.*
- *Television has been the most effective medium at showcasing Utah's travel product.*
- *Strong added value opportunities to stretch budget and extend the brand*



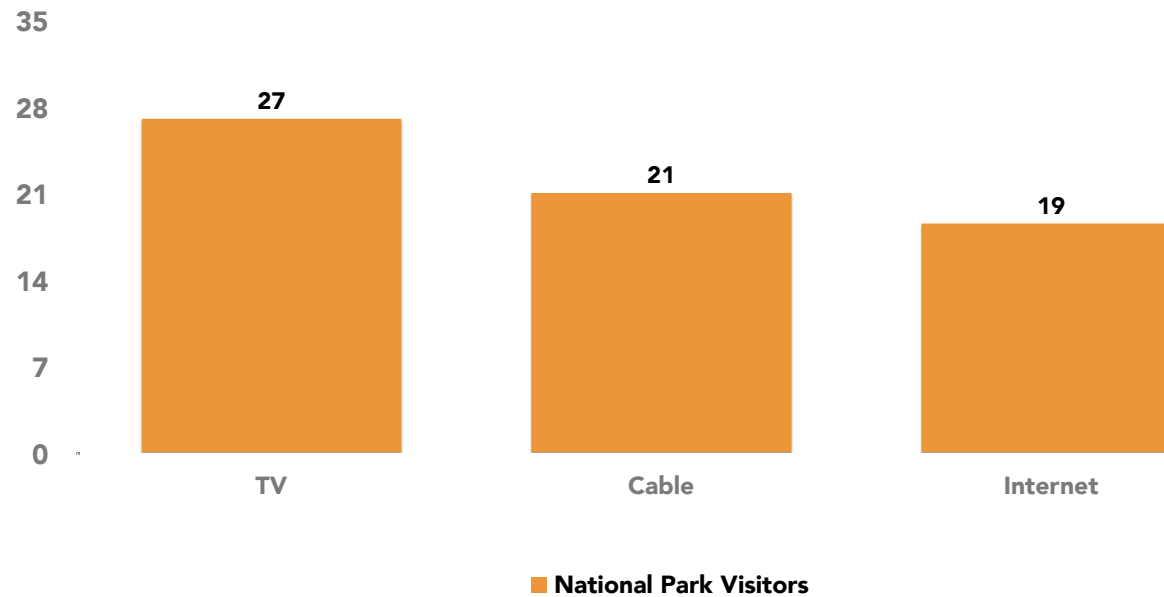
MEDIA PLAN RECOMMENDATIONS

3. *An always on digital strategy gives Utah media presence in all trip-planning stages throughout every season of travel and assists in supporting shoulder seasons for partners.*

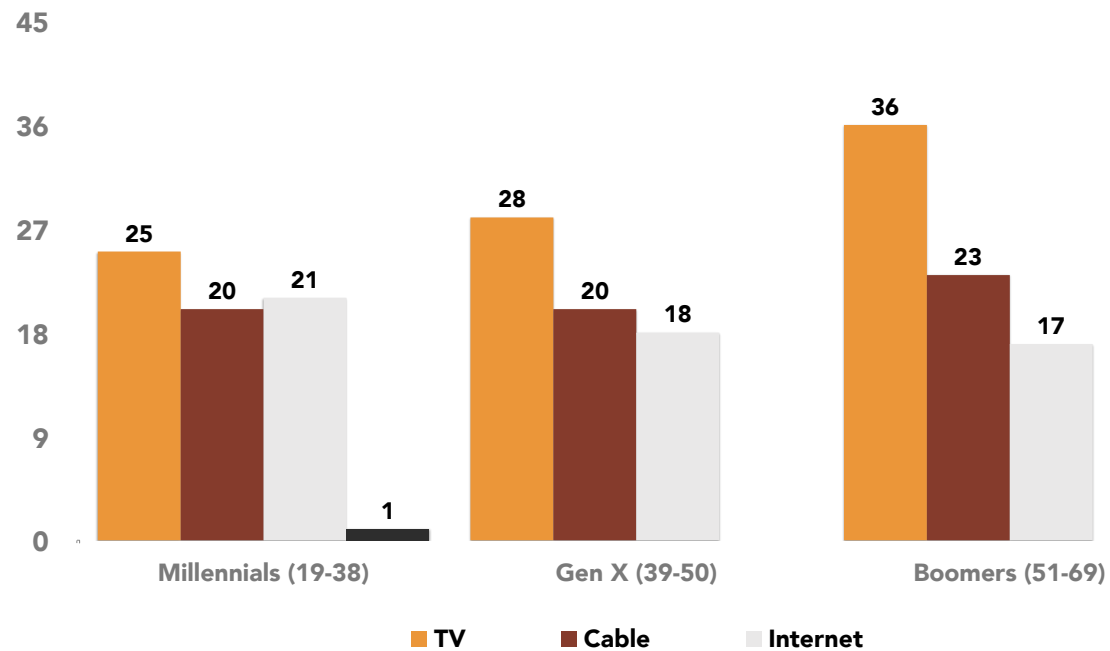
- *Last years campaign generated an impressive cost per aware household of \$0.03.*
- *Increased ROI tracking efforts with proven partners (Sojern, Adara, Arrivalist) and new opportunities through mobile partners who can track exposed individuals who visit the state.*
- *A brand lift study will run alongside the TripAdvisor campaign.*
- *This gives us new insights on how media impacts arrivals to Utah.*



AVG. NUMBER OF HOURS SPENT EACH WEEK WITH MEDIA



AVG. NUMBER OF HOURS SPENT EACH WEEK WITH MEDIA BY GENERATIONS



NETWORK CABLE BUY

March 7-April 3 (4 weeks)

- Networks that skew to national park visitors as well as those who camped/backpacked on vacation and/or visited Utah or Colorado.
- Top Tier networks under consideration include CNN, Golf, TBS, NAT GEO, HGTV, CNBC, ESPN, ESPN 2, MSNBC, DISC, FOOD, FXNC, TRAV, A&E, AMC, HIST, FX, TNT



NETWORK CABLE BUY

March 7-April 3 (4 weeks)

- Secondary tier targeted networks include BBC America, Smithsonian, Sundance, Nat Geo Wild
- Minimum 50% spots in prime; :30 second spots



SPOT TV BUYS

- *Two station buys*
- *Flight dates vary by market (March/April)*
- *Minimum 35% prime/sports*
- *750 TRPS per market*
- *Estimated Reach: 75% Avg. Frequency: 10*



DIGITAL BUYS

127 MILLION
PEOPLE WILL
RESEARCH TRAVEL
ONLINE THIS YEAR,
AND **105 MILLION**
WILL BOOK.

Source: eMarketer, March 2015



DIGITAL BUY

In order to reach consumers through highly targeted advertising, we recommend launching a national buy in mid February, with a heavy up alongside the launch of the television campaign in early March. The digital campaign will run through April

Budget: \$1,152,966 (Less \$220,000 for social)

National Flight Dates:

February 15, 2016 – April 30, 2016

National Buy Breakout:

Traditional Display: 30% (generated 81% of all post impression activities in the 2015 campaign)

Pre-Roll: 33%

High Impact 12%

Email: 7%

Native: 18%



DIGITAL BUY



SEE

People who vacation and are starting to think about planning their next trip



THINK

People who vacation and are planning a trip within the coming months



DO

People who vacation, and are planning to book now

DIGITAL VENDORS (VERTICALS)

GrindTV.com

ALLTRAILS



backpacker

BACKPACKER

iExplore

NATIONAL GEOGRAPHIC™

NATIONAL PARKS
TRAVELER

Outside

tripadvisor®

dreamplango

travelocity®

GO TRAVEL
America's Travel Professionals since 1979!

Outside
TELEVISION

ORBITZ

active junky

MOUNTAIN
PROJECT

Expedia®

Sunset

lonely planet

ShermansTravel

LOVE
STAY
CK

DIGITAL VENDORS (NETWORKS)

BrightRoll



ADARA

AdRoll

YAHOO!
NETWORK

Valassis

PANDORA®

rocketfuel

quxntcast

Q1Media

collective
the audience engine®

travelspike

SOJERN
Beach Travelers

outrigger media

dstillery

TubeMogul

xAd™
The intersection of places + people

e^xponential
Advertising Intelligence

spotXchange

sito
MOBILE

STOCK
LOVE

DIGITAL VENDORS (NATIVE)



BUDGET ALLOCATION

<i>Media</i>	<i>Budget</i>
<i>Network Cable</i>	<i>\$2,700,847</i>
<i>Spot TV LA, Denver, Las Vegas</i>	<i>\$1,013,250</i>
<i>Digital</i>	<i>\$932,966</i>
<i>Total</i>	<i>\$4,647,063</i>

11/4/2015

LOWE'S STURDY LOVE

CAMPAIGN DELIVERABLES

CAMPAIGN DELIVERABLES

Paid Media (Struck/Love/Pandemic)

- Broadcast video (:30)
- Digital video (:15, :60-:90?)
- Print ad (full page)
- Interactive digital display
- Standard digital display
- High impact digital
- Email ads/newsletters
- Digital Content (native and distribution)
- Social channel advertising (Pandemic)

Owned Media (UOT/Aristotle/Pandemic)

- Site-based content (maps, itineraries, articles)
- Social channel content

Earned Media (UOT/Turner)

- Articles, news coverage
- Traditional journalist visits
- Social influencer visits
- Partnerships and events



APPENDIX

PARTICIPATION IN OUTDOOR ACTIVITIES

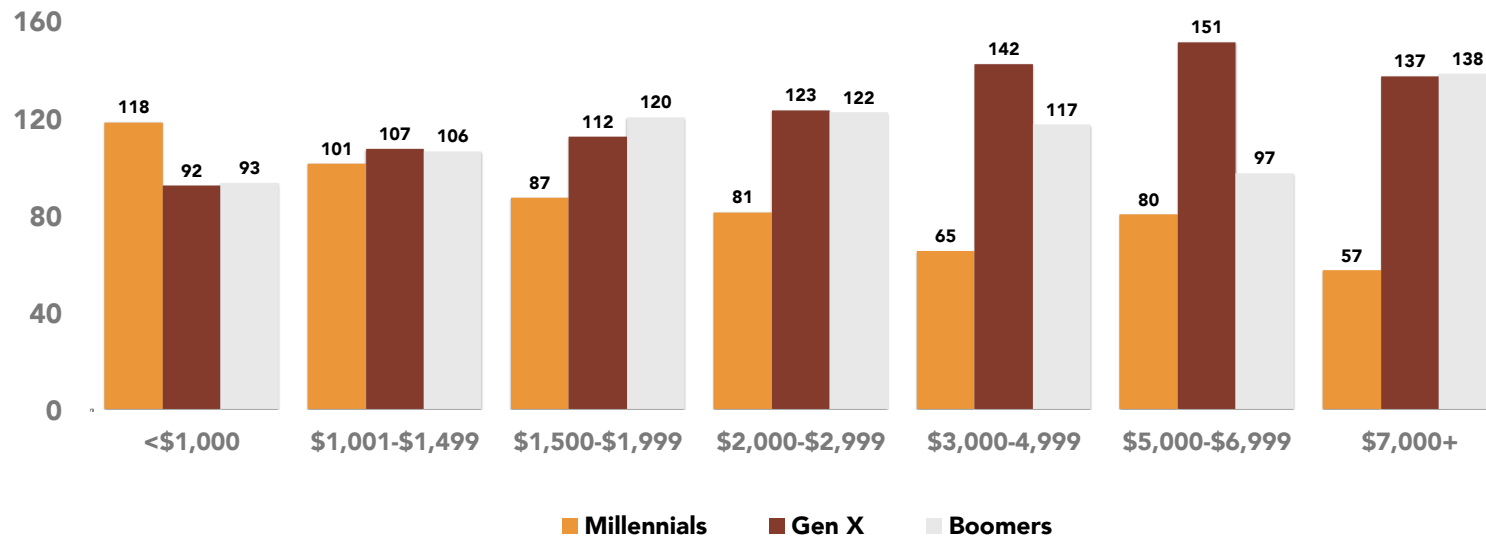
According to the 2014 Outdoor Foundation report, nearly 143 million Americans, or 49.2% of the US participate in outdoor activities.

Region	% Participation	% US Participants
West North Central	55%	7%
Pacific	52%	17%
Mountain	52%	8%
East North Central	51%	16%
New England	50%	5%
East South Central	48%	6%
Middle Atlantic	47%	13%
South Atlantic	46%	18%
West South Central	45%	11%

Source: Outdoor Foundation 2014 Outdoor Participation Study



VACATION SPENDING BY GENERATION



Source: MRI 2015 Doublebase



3 PLANS TO CONSIDER

	Network Cable	Impressions	Spot TV	#HH
Plan A	\$2,700,847	225,070,583	LA Denver Vegas Total	5,489,810 1,576,090 736,700 7,802,600
Plan B	\$2,925,847	243,820,583	LA	5,489,810
Plan C	\$3,063,847	255,320,583	Denver Vegas Phoenix San Diego Total	1,576,090 736,700 1,848,850 1,055,030 5,216,670

Utah Office of Tourism 3 Season 2016 - Plan B

11/4/2015

1/4/2015	January				February				March				April				May				June				July				August				September				October				November				December																
	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19									
	Winter								Mighty 5								Life Elevated												Mighty 5								Winter																								
Presidential primary					2/2 Co Caucus				2/23 NV				3/22 AZ PPE								CA 6/7								8/30 AZ																																
Network Cable																																																													
Spot TV - 750 TRPS																																																													
Los Angeles																																																													
Digital																																																													
	January				February				March				April				May				June				July				August				September				October				November				December				Client Cost												
	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19									
Network Cable																																																					\$	2,925,847							
Los Angeles																																																					\$	788,250							
Digital									\$ 788,250																																								\$	1,152,966											
Digital Always on																																																					\$	400,000							
2015 Fall TV																																																					\$	200,000							
Total																																																					\$	5,467,063							

Utah Office of Tourism 3 Season 2016 - Plan C

11/4/2015

1/14/2015	January				February				March				April				May				June				July				August				September				October				November				December								
	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	
	Winter								Mighty 5								Life Elevated																Mighty 5								Winter												
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San Diego																																																					
Digital																																																					
	January				February				March				April				May				June				July				August				September				October				November				December				Client Cost				
	28	4	11	18	25	1	8	15	22	29	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	
Network Cable									\$ 131,250																																				\$	3,063,847							
Denver									\$ 93,750																																								\$	131,250			
Las Vegas									\$ 275,250																																								\$	93,750			
Phoenix									\$ 150,000																																								\$	275,250			
San Diego																																																	\$	150,000			
Digital																																																	\$	1,152,966			
Digital Always on																																																	\$	400,000			
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THANK YOU

